

ESTTA Tracking number: **ESTTA764961**

Filing date: **08/17/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Applicant:	<b>Medical Security Card Company, LLC</b>
Application Serial Number:	<b>86766191</b>
Application Filing Date:	<b>09/23/2015</b>
Mark:	<b>MEDICAL SECURITY CARD CO.</b>
Date of Publication	<b>07/19/2016</b>

## **First 90 Day Request for Extension of Time to Oppose for Good Cause**

Pursuant to 37 C.F.R. Section 2.102, Blue Cross and Blue Shield Association, 225 North Michigan Ave, Chicago, IL 60601, UNITED STATES, a corporation organized under the laws of Illinois, respectfully requests that it be granted a 90-day extension of time to file a notice of opposition against the above-identified mark for cause shown.

Potential opposer believes that good cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 08/18/2016. Blue Cross and Blue Shield Association respectfully requests that the time period within which to file an opposition be extended until 11/16/2016.

Respectfully submitted,  
/debra y. hughes/  
08/17/2016

**Debra Y. Hughes**

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